GOVERNMENT OF INDIA
COMMUNICATIONS
LOK SABHA

UNSTARRED QUESTION NO:2148
ANSWERED ON:15.03.2017
Video Advertisement
Gopal Dr. K.

Will the Minister of COMMUNICATIONS be pleased to state:

(a) whether the Telecom Regulatory Authority of India (TRAI) is considering to crack a whip on video advertisements that download automatically at the time of internet browsing, leading to an unwanted surge in data usage for consumers and if so, the details thereof;

(b) whether the TRAI has made consultations with all stakeholders to sort out this issue and if so, the details thereof;

(c) whether the industry analysis are of the view that with the advent of faster internet services such as 4G, the issue is only going to get serious, if not tackled now; and

(d) if so, the steps taken by the Government in this regard?

Answer

THE MINISTER OF STATE (IC) OF THE MINISTRY OF COMMUNICATIONS &
MINISTER OF STATE IN THE MINISTRY OF RAILWAYS
(SHRI MANOJ SINHA)

(a) to (d) Telecom Regulatory Authority of India (TRAI) in academic collaboration with Indian Institute of Technology (IIT) Hyderabad conducted a seminar on 'Unsolicited Downloads and Background Exchanges when using the Internet' on 24th October 2016 at Hyderabad with the intent to get valuable feedback and comments from the stakeholders.

Technology options and observations of the awareness programmes are being examined by TRAI for implementation. The analysis of comments received by TRAI, including impact of faster internet services such as 4G, is also being examined.

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